

## ELECTRIC CITY COFFEE

### Great Falls Regional Success Story



“I would recommend the SBDC to be involved in your new business. They have been with us every step of the way.”

-Thad Reiste,  
ECC Owner

#### PROBLEM

After retiring from the Air Force, Thad and Heidi Reiste returned to Great Falls and bought a local coffee shop. They purchased the recipes and equipment, relocated downtown and re-branded, all with the hope that their business would be more than just a coffee shop, but a food experience.

#### SOLUTION

The couple came to the Great Falls Regional SBDC for help in business planning, financial analysis, and marketing assistance. Jason Nitschke, their Business Advisor, provided the tools they needed for success and continues to analyze their financial statements quarterly, discuss staffing issues and strategize their marketing approach.

#### IMPACT

Since its inception, Electric City Coffee has created six jobs, and has been a part of the revitalization of downtown Great Falls. Thad & Heidi have become regular participants in the Transitioning Service Member program offered at Malmstrom Air Force Base, speaking to Boots to Business attendees. Their success is now our success!

“Thad & Heidi are entrepreneurs that realize they don’t have the answer to every question, so they lean on us.” -Jason Nitschke, Great Falls Regional Director



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